POLAROID® CLOSE-UP LENS KIT #540

PORTRAITS
DOCUMENTS
MINIATURES
STILL-LIFE
PHOTOCOPYING

for use with
MODELS 80, 95, 95A
and THE 700

POLAROID
LAND CAMERAS

HERE ARE FIVE IMPORTANT TIPS

- To line camera up with subject use tape as visual guide. (DO NOT USE VIEWFINDER.) Run tape from center of lens to center of subject.
- The smaller the lens opening, the less critical the distance. — Wherever possible use shutter setting #7 and a correspondingly longer exposure time.
- Always re-check Camera Focus to see that it is set at footage indicated on tape. This is the easiest step to forget.
- When using two lenses, place *strongest* lens on camera *first*.
- Be sure lenses are free from finger-*prints and dust before using.*

POLAROID CORPORATION
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THE THREE MOST USEFUL SETTINGS

With your Polaroid Close-up Kit you can take a picture at any distance you wish from 6 inches to 35 inches, covering a wide variety of field sizes. Details of how this can be done will be found on the inside fold.

SUBJECT	CLOSE-UP LENS TO USE	SET CAMERA FOCUS	DISTANCE FROM CAMERA TO SUBJECT
Portrait (head and shoulders)	#1	6′	26″
8½ x 11 sheet or Portrait (head only)	#2	10′	17″
5½ x 7½ sheet or Small objects that fit this field size	#3	6′	11″

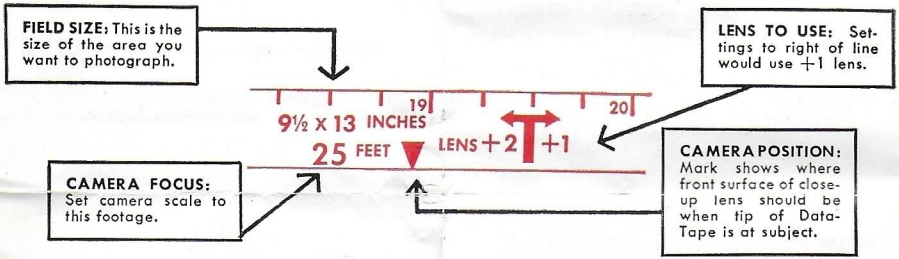
An easy way to use this simplified chart is to tie a 26″ piece of string at the upper end of the brace that holds the lens board upright.

Tie a knot at the end of the string, another at 17″ and another at 11″. The string can then be stretched out until the appropriate knot touches the subject. Not only will the string give you the exact distance between camera and subject, but it will serve as a visual guide to line up the camera and subject so your picture will be centered. The string can be dropped just before the picture is snapped.

THE KEY TO SUCCESSFUL close-up photography is the accurate measurement of distance from lens to subject. The Polaroid Close-up Kit has success "built-in", in the form of the DATA-TAPE. It automatically guides you to exact settings and measurements.

In addition to the Data-Tape, this kit contains three lenses which snap right on the camera lens. They are numbered 1, 2, and 3 (meaning +1, +2, and +3 diopters) and can be stacked in combination to obtain +4 (No. 1 and No. 3) and +5 (No. 2 and No. 3).

LOOK AT YOUR DATA-TAPE ALONG WITH THE SKETCH SHOWN HERE



USE THE SAME SHUTTER SETTING AS FOR ANY OTHER KIND OF PICTURE

FOLLOW THESE EASY STEPS:

1. Locate on Data-Tape the FIELD SIZE nearest to the size of the area to be photographed.

2. Set CAMERA FOCUS to footage indicated below field size.

3. Choose LENS TO USE (or combination of lenses) as indicated on tape by the + number to the right or left of Field Size.

4. Place tip of Data-Tape at subject and place camera so that CAMERA POSITION mark is even with front surface of close-up lens which is furthest from the camera lens.

5. Line camera up with subject by using the Data-Tape as a visual guide. *Do not use viewfinder.*

EXPOSURE:

Exposure settings for close-ups are determined in exactly the same way as for regular pictures made with the same type of picture roll. Direct flash, however, probably will be too bright and/or won't give even lighting, especially for extreme close-ups. Bounce Flash is recommended for such situations. Your dealer can show you a new bracket that makes the "bounce flash" technique easy to use.

See Inside for Instructions on Use of Data-Tape